

American Apparel®

American Apparel Coming to Valley Fair Mall in San Jose

SAN JOSE, Calif. and LOS ANGELES, Sept 08, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- American Apparel (Amex: APP), the vertically integrated clothing manufacturer based in downtown Los Angeles, will soon be opening a new location in the Valley Fair Mall in San Jose.

The location is located next to the GAP, not far from the Apple store location famous for its debut releases of the iPod and iPhone. Although still in the design and construction phases, the store is set for an expansive tiled, mirrored ceiling and will be nearly 5,500 square feet, making it the biggest American Apparel mall store to date.

"Valley Fair is a special mall in San Jose because it serves so many different audiences in the Silicon Valley. Having an American Apparel in a fashion destination that also caters to business people and families opens us to a unique intersection of customers and cultures," said Dan Abenheim, an American Apparel operations manager.

In addition to American Apparel's staple collection of basic T-shirts, sweatshirts and underwear, the Valley Fair store will be big enough to feature the company's expanded Kids and Babies line which has 30 newly designed pieces. American Apparel has also added new fabrics and prints, like striped men's button down shirts, floral swimsuits and water-color tights.

The company will hire close to 30 employees for this store through open calls and online applications. People who are interested in working for American Apparel are encouraged to follow the company's blog for announcements or apply through the job section of the website.

American Apparel is known for its provocative advertisements, outspoken political viewpoints and its Sweatshop Free labor policy. Garment workers for the company are paid fair wages (between \$12-18 USD per hour) and have access to low-cost medical insurance for themselves and their families. American Apparel has over 10,000 employees and is the largest clothing manufacturer in North America. With this opening, American Apparel will have more than 270 stores in 20 countries, including recently opened locations in Dublin, Ireland and Toronto.

About American Apparel

American Apparel is a vertically integrated manufacturer, distributor and retailer of branded fashion basic apparel based in downtown Los Angeles, California. As of July 31, 2009, American Apparel employed approximately 10,000 people and operated over 275 retail stores in 20 countries, including the United States, Canada, Mexico, Brazil, the United Kingdom, Austria, Belgium, France, Germany, Ireland, Italy, the Netherlands, Spain, Sweden, Switzerland, Israel, Australia, Japan, South Korea and China. American Apparel also operates a leading wholesale business that supplies high quality T-shirts and other casual wear to distributors and screen printers. In addition to its retail stores and wholesale operations, American Apparel operates an online retail e-commerce website at <http://www.americanapparel.com>.

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